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EDITOR-IN-CHIEF

Mr. Tarun Taunk

SR. ADVISOR

Mr. Sooraj Khatri

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WEBSITE & ANDROID

Mr. Manish Jain

PROMOTION & BRANDING

Mrs. Hina Taunk

CIRCULATION

Mrs. Archana Gupta

MARKETING OFFICE

U-5, Krishna Apartment, C-4, Hathi Babu

Marg, Banipark, Jaipur-16

Tel.: 5110710, 4014911

Fax: 0141-4033911

E-Mail: info@itvoice.in

Website: www.itvoice.in

For Subscription Queries

contact subscription@itvoice.in

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HOW ARTIFICIAL INTELLIGENCE IS PAVING IT'S WAY INTO THE FUTURE.

In this emerging new world, Artificial Intelligence is not only being just used in most areas, but now it is shaping the future for the better. Artificial

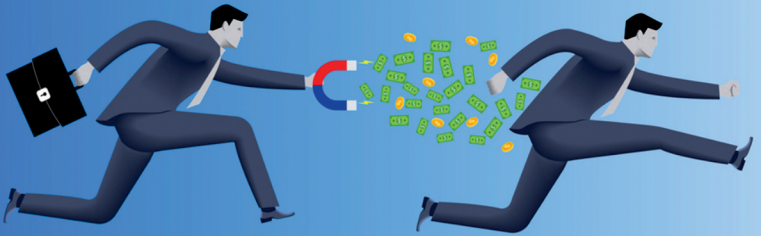
Intelligence has shifted in the commercial areas, all because of the growing skill and expertise of machine learning algorithms, which help or lets the computer to train themselves and perform tasks accordingly, and make decisions. Us humans have tendency to make things better and smarter. And so now there's no man vs the machines, it is man with machines bringing change. And because of better understanding of the devices, gadgets and machines day by day, we now tend to rely more on machines rather than humans. Their self learning capabilities are the main aspect all around now. Artificial Intelligence and Machine Learning have become a powerful tool for accessing information, education, employment, government services, as well as social and economic opportunities. Reducing human effort, less exertion, maintained strategies and analysis of data into information, actionable insights which all is time

effective. Investing in emerging tech would make more sense as in turn, it surprises us with new abilities that

can get us the right data and outcomes reducing the effort of manual analysis of cross verification. The success of Artificial Intelligence and Machine Learning can be predicted on providing the right information, and performing it on the right platform and gradually improvising it with the increasing needs of businesses, technology sectors, medical services and many more. In the current scenario, AI is performing very well in digital commerce as there huge amount of data and many use cases that tells important business goals. Using that huge amount of data AI can learn the pattern of the outcomes or the inputs which can help in fulfilling business goals. And through the analysis fault tolerance can also be improved. It's wonderful to know that how so much can be achieved so easily now, and we are still working to get more out of it.

Tarun Taunk
Editor-In-Chief

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Zebronics awarded the title of Power Brands Industry Trendsetter 2019, Zebronics launches 'Zeb-Cast4K500' HDMI dongle with 4k output & Zebronics DJ speaker 'Zeb-Elite Monster 2x7'



Zebronics India Pvt. Ltd., India's leading brand of IT & gaming peripherals, sound systems, mobile/ lifestyle accessories and surveillance products has been recognized as "Power Brands Industry Trendsetter" 2019 at a ceremony in New Delhi.

The function was presided over by the most honourable Chief Guest of the day, Bharat Ratna, Shri Pranab Mukherjee, the 13th President of India. He was felicitated with the Power Brands Honor of Excellence.

The day witnessed the salutation of Indian brands, inspirational leaders and the next generation entrepreneurs, who have shaped and continue to shape the contours of branding across the globe.

Speaking on the sidelines of the event Dr. Arindam Chaudhuri,

Founder, Daily India Media said, Zebronics has been making its mark felt all over the nation and it totally deserves the title of Power Brands Industry Trendsetter for its great brand" Mr. Rajesh Doshi, Director, Zebronics said "We are honored to have received the title of a power brand. We are constantly working and always innovating new ideas and developing new products that not only add value

but also bridge the gap of technology. Our vast product range caters to a diverse audience and our strict adherence to the EQR mantra (Excellence, Quality and Reliability) has helped pave the way."

Zebronics launches 'Zeb-Cast4K500' HDMI dongle with 4k output

Zebronics India Pvt. Ltd, India's leading brand of IT peripherals, Audio/Video, and surveillance products has launched an addition to its mobile accessories with 'Zeb-Cast4K500' HDMI dongle for streaming/mirroring high-quality video and audio content from your phone/tab to your television. What if you've had to show your favorite pictures to your friends or family via your phone or manage to watch your favorite shows/series on the small screen mobile phone. Fret not with the Zebronics HDMI dongle Zeb-Cast4k500 to your rescue you can mirror your content wireless on to your TV.

Zeb-Cast4K500 is HDMI dongle, a compact device that weighs 24 grams and has a matt finish. It features a WiFi antenna, HDMI connector and LED indicator along with a reset switch.

The WIFI antenna cable features a Micro USB connector & a USB connector for power. The device allows you to wirelessly stream high-quality videos and audio content from your mobile device, tablet or laptop to TV or Projector effortlessly. The device supports

up to 4K video output and is compatible with Android, Windows and iOS devices.

Speaking on the newest launch, Mr. Pradeep Doshi, Director - Zebronics says, "With increasing boom of mobile phones there is also a constant need of accessories that make the cut; for instance, take our newly launched Zeb-Cast4k500 that mirrors any video, audio or image content from your device on to the big screen wirelessly. With more entertainment shifting towards the mobile medium it will also give users to enhance and watch their favorite shows on the big screen."The product is available at leading retail stores across India.

Zebronics DJ speaker 'Zeb-Elite Monster 2x7'

Zebronics India Pvt. Ltd, India's leading brand of IT & gaming peripherals, sound solutions, mobile/lifestyle accessories, and surveillance products has launched a 2.0 DJ speaker that is a perfect fit for home parties and more called the Zeb-Elite Monster 2X7.

Ever waited long hours in queues to attend a party with your friends or spent enough money just to sit and watch the DJ spin tracks that are not your kind. Well here comes a speaker that will be a savior to hosting parties at your home.

Bring the party home with ZEB-ELITE MONSTER 2X7 DJ speaker that comes with an LED display, multicolor LED lights along with a control switch to make your space even more radiant. Make your house parties more memorable with 2 wireless mics that you can sing to. There is also an input for guitar if you want to jam along.

The speaker comes with a full range of 6.5' driver to give you room shaking powerful sound and deep bass The speaker has multi-connectivity options like dual AUX where one can play and mix songs and has multi-connectivity options like BT/ USB/ Micro SD/ FM and comes with remote control too. There are individual controls for volume, bass, treble, echo along with volume control for guitar and mics too.



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Internet Security Pioneer SecuraShield Launches AV Pro Cloud Premium in India

SecuraShield, a global software company developing products, designed to protect the privacy and security of Windows computer users, recently announced the launch of AV Pro Cloud Premium. SecuraShield AV Pro Cloud Premium features proactive detection technology to effectively combat the sophisticated and advanced threats.

Bhupesh Malhotra, Country Head – India, SecuraShield said “We are extremely happy to launch AV Pro Cloud Premium in the Indian market. The cybercrime landscape is constantly evolving, and attacks are becoming more complex, persistent and elusive. AV Pro Cloud Premium has been launched with a goal to make the online world a safer place for individuals from hackers and intruders to create a safe computing atmosphere.” SecuraShield AV Pro Cloud Premium is an ultimate piece of

security software that provides total security to PCs from emerging online threats and disguised attacks. Featuring enhanced scanning capabilities, the AV Pro Cloud Premium also ensures security from new age threats like worms, adwares, malwares, ransomware and trojans. SecuraShield AV products helps in monitoring and securing critical user data, ensures safe computing environment to the whole family while browsing the internet, shopping online, performing online transactions or during social networking.



Seqrite Threat Report Q3 2019: Seqrite detected more than 38 million threats during the latest quarter

Within the last decade, the Indian education industry’s adoption of new-age tech tools has driven a much-needed, large-scale transformation. But is the sector’s rapid digitisation trajectory also making it a more lucrative target for cybercriminals? The latest quarterly threat report by Seqrite, a specialist provider of endpoint security, network security, enterprise mobility management and data protection solutions, seemed to indicate that it does.

Based on Seqrite telemetry data compiled between July and September 2019, the report revealed just how troubling the threat landscape in India is – and the magnitude of the cybersecurity challenge facing Indian enterprises. The Seqrite Threat Report Q3 2019 pinpointed the education domain as one of the most “at-risk” industries in the country, with the sector accounting for more than 30% of cyber-threats targeting Indian enterprises between July and September 2019.

This indicated a major shift in the sector-wise priorities amongst cybercriminals, as compared to the preceding quarters, and underscored a willingness to exploit the weaker security infrastructures at educational institutions to create maximum disruption. Other industries that remained at high risk included manufacturing, BFSI, media & entertainment, and professional services – underlining that no sector remained immune from the growing cybersecurity challenge in India.

The Seqrite Quarterly Threat Report 2019 also highlighted an evolution in attack methodologies. For instance, the emergence of sophisticated ransomware such as LockerGoga marked a shift from a single-screen approach to leveraging ransomware as a sophisticated payload distribution platform. Unsecured Remote Desktop Protocol (RDP) were also targeted by ransomware such as TFlower to compromise the security of corporate enterprises and government agencies at scale.

Constantly evolving malware continued to use complex obfuscation techniques and attack methodologies to escape detection by conventional, signature-based cybersecurity approach. This evolution of the threat landscape drove home the critical need for advanced security tools, such as Seqrite’s patented Signatureless Behaviour-Based Malware Detection Technology and the GoDeep.AI threat hunting engine, to strengthen the cyber defence efforts.

Another worrying trend uncovered by Seqrite in its latest threat report was the steady increase in the quantum of cyber-threats targeting Indian enterprises over the year. Between July and

September 2019, the brand detected and stopped more than 38 million cyber-threats including ransomware, malware, virus/worm infectors, cryptojacking, and exploit-based attacks. This statistic marked an increase of 4 million and 10 million over the number of threats detected in Q2 2019

and Q1 2019, respectively. It also marked a massive year-on-year increase of 12 million over the corresponding numbers in Q2 2018, which saw 26 million threats stopped by Seqrite. During the latest monitoring period, Trojans saw a huge surge in their adoption and were the preferred attack method deployed against Indian enterprises, with such intrusions accounting for 27% of the total threats. Other threats – such as infectors (24%), worms (17%), PUAs (13%), and cryptojacking (11%) – also remained popular amongst cybercriminals. Speaking on the latest threat report, Sanjay Katkar, Joint Managing Director and CTO – Quick Heal Technologies, said, “A globe-spanning industry by itself, cybercrime today has emerged as one of the biggest business challenges for modern-day businesses. Why? Because the threat landscape is not static.

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Enterprise Security Solutions by Quick Heal

For more detail, kindly visit our website at www.ivoice.in

ADATA Launches Next-Gen Gaming SSD with Blazing Fast R/W Performance, XPG GAMMIX S50

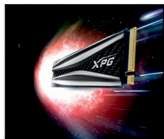


ADATA, a leading manufacturer of high performance DRAM modules and NAND Flash

storage application products and accessories, today introduced the Next-Gen Solid State Drive from its XPG gaming range of SSDs – XPG Gammix S50 Generation 4 M.2 2280 SSD. XPG S50 PCIe SSD is the latest and fastest in its range of M.2 solid state drives. This product is compatible with Intel and AMD platforms, and works in connected with PCIe 4.0 motherboards. Utilizing PCIe Gen4x4 and implementing the NVMe 1.3 standard, the GAMMIX S50 solid state drive delivers blazing-fast read/write performance of 5000/4400MB per second.

“ADATA XPG GAMMIX S50 PCIe range of SSDs is an ultra-compact and high-performance product addressing all the demands coming in from gaming enthusiasts.

Professionals in entertainment, broadcast media industry and gamers who want top



performance and requires higher bandwidth for their high-end PCs, workstations or CAD projects can significantly enhance their productivity by utilizing these SSDs.” Sachin Sharma, National Head – India at ADATA Technology (India) Pvt. Ltd.

XPG GAMMIX S50 features an aluminum heat sink for excellent heat dissipation. The heat sink can reduce temperatures by up to 10 degrees for ultimate stability. Not only does it keep the S50 cool, it also looks cool with its sports-car-inspired design. Built with 3D NAND Flash the S50 comes in capacities of up to 2TB, offers higher efficiency, and is more reliable than 2D SSDs. End-to-End Data Protection, and low-density parity-check (LDPC) error correcting code technology features support a high TBW and excellent durability to meet the demands of various applications. NVMe 1.3, Next-generation 3D Flash is designed with higher capacity, power efficiency, and enhanced durability. Its M.2 2280 form factor supports PCIe 4.0 making it ideal for gamers, PC enthusiasts, over clockers and video rendering professionals.



BIOSTAR Launches the New M700 M.2 PCIe NVMe SSDs



BIOSTAR, a leading manufacturer of motherboards, graphics cards, and storage devices, is proud to announce its new series of M.2 SSDs with the M700,

available in 256GB and 512GB. Proven as the perfect gear for gamers, content creators and designers that are on the go, the M700 series of M.2 SSDs provide performance to keep gameplay going smoothly or big work files access a breeze with improved load speeds, as well as a lightweight slender design that can fit in the most low profile systems.

With its unique design, the BIOSTAR M700 Series M.2 SSDs use high-speed PCIe Gen3 x4 interface and comply with the NVMe 1.3 standard, delivering high-performance speeds of up to 2000MB/s sequential read and 1600MB/s sequential write. With transfer speeds up to 3 times faster than SATA III, the M700 series is an ideal asset for those needing improved load times for big title games or heavy 3D renders. Built on an M.2 2280 form factor and at an overall thickness of 3.5mm, the BIOSTAR M700 not only will fit nicely in any modern device but will do so safely by offering support for

AES256 encryption as well as End-to-End data protection.

BIOSTAR M700-256GB

BIOSTAR M700-256GB Top View
BIOSTAR M700-512GB

BIOSTAR M700-512GB Top View
Go M.2, improve your life

With capacities at 256GB and 512GB, the M700 are designed with the latest advancement in storage technology, bringing impressive performance in a form factor that makes them blend in any systems seamlessly and stylishly. For those looking for a durable design, fast transfer speed, and a slim profile storage solution at an affordable price, the new M700 Series M.2

SSDs are these satisfy your needs.



NetRack follows strong R&D culture: Presents seminar on Next-Generation Data Center Solutions at BICSI Delhi



With an objective to tap into the vast knowledge base of the BICSI community, NetRack, a leading solution provider for data centers and end-to-end IT server racks, conferred a technical seminar on 'Next

Generation Datacenter Solutions' at BICSI India District Satellite Seminar held at Delhi. The Seminar touched upon key topics of next-generation Data center solutions as well as the current market trends in the DC industry.

Mr. Krishnaraj U, Solution Architect at NetRack, conducted a detailed session on the evolving data center market, the competition, as well as the major upcoming investments in the DC industry. The presentation touched upon NetRack's focus on R&D to put forth industry-relevant innovative concepts like Silent DCs, Intelligent DCs, Modularizing DCs as well as Seismic and shockproof DCs.

Krishnaraj, Solution Architect at NetRack said, "The market has seen a tremendous shift in consumer behavior with technological advancement. It has become imperative for organizations to meet changing customer needs. Currently, we are investing our time and efforts in building a strong R&D

infrastructure capable of producing industry-relevant customized products and solutions aligned with market requirements. Being a part of BICSI has helped us to perceive the market demands and put forth efficient and sustainable technology solutions to achieve digital transformation."

The discussion revolved around DC infrastructure challenges. The ICT professionals who attended the event got a brief glimpse into the future-proof "racks" that could smartly help businesses to make intelligent use of all IT resources, including IT assets, power, cooling, and network. The proper planning, power and equipment management of Smart rack provide intelligence to next-gen DCs, enabling them to become efficient, flexible, cost-effective and scalable.

NetRack has been successful in leveraging the BICSI platform to learn and share insights with Information & Communications Technology (ICT) community experts, industry leaders, and exhibitors. BICSI is the perfect platform to learn about current market disposition and demands and provides NetRack an opportunity for continued improvement to keep up with the changing trends. NetRack's has UL certified product range and follows all the international guidelines for product manufacturing and quality assurance.



Citrix a Leader in Unified Endpoint Management Solutions

Citrix Systems, Inc. (NASDAQ:CTXS) announced that it has been ranked as a leader in Unified Endpoint Management solutions by independent research firm Forrester Research, Inc. in a report titled "The Forrester Wave™: Unified Endpoint Management, Q4 2019, The 13 Providers that Matter Most and How They Stack Up." (The Forrester Wave™: Unified Endpoint Management, Q4 2019, Forrester Research, Inc., November 2019).

Designed to assess the current state of the market for unified endpoint management solutions, the report evaluated 13 providers using 23 criteria within the categories of current offering, strategy and market presence. Noted for its laser focus on improving the employee experience, Citrix was cited for having "one of the best workspace experiences in the evaluation, with comprehensive app support, self-service features, and access to all content repositories, whether on-premises or in the cloud."

In addition, the company received the highest possible scores in the product roadmap and roadmap execution criteria and 4 out of 5 scores in the security features criterion and strategy category.

Unified, Secure and Intelligent

When it comes to work today, employees just want a simple way to get things done. Instead, they are forced to use hundreds of apps and cumbersome technology that make work overly complex and distract them from what they want and are paid to do. They're

fed up and it's killing their productivity and engagement.

"To keep employees happy and performing at their best, companies need to provide simple, contextual access to the applications they need and prefer to use anytime, anywhere on any device. But they can't do so at the expense of security," said Calvin Hsu, Vice President, Product Marketing. Together with Citrix® Workspace™, Citrix® Endpoint Management™ enables companies to serve up personalized access to the systems, information and tools their employees need in one, unified experience and dynamically apply security policies based on a user's behavior and environment so they can work when, where and how they want with the confidence that their applications, information and devices are safe.

"We are pleased to be recognized by Forrester as a leader in unified endpoint management and will maintain our focus on transforming the employee experience through digital workspace solutions that remove the complexity from work and create a highly personalized experience that enables employees to be their most productive."

Click here to learn more about Citrix solutions and how you can leverage them to deliver a superior experience that enables your employees and organization to thrive.

CITRIX®

Seagate Declares Fiscal First Quarter 2020 Financial Results, Reports Revenue of \$2.58 Billion

Seagate Technology plc today reported financial results for its fiscal first quarter ended October 4, 2019. "Seagate had a solid start to the fiscal year; we grew revenue, expanded non-GAAP operating income, and increased non-GAAP EPS quarter-over-quarter reflecting our focus on optimizing profitability to drive free cash flow," said Dave Mosley, Seagate's chief executive officer.

"Exabyte shipments were near record levels in the first quarter driven by improving demand conditions for mass capacity storage. We are ramping shipments of our industry capacity leading 16-terabyte drives to support strong customer demand. We continue to gain momentum with these products, which deliver lower total cost of ownership to our customers. While business conditions remain challenging over the near-term amidst ongoing geopolitical uncertainties, our innovative technology roadmap makes us well positioned to capture current and future mass capacity storage demand while also driving long-term value for our shareholders."

The Company generated \$456 million in cash flow from operations and \$309 million in free cash flow during the fiscal first quarter 2020. Seagate has a healthy balance sheet and during the fiscal first quarter 2020, the Company paid cash dividends of \$170 million and repurchased 9.2 million ordinary shares for \$450 million. Cash and cash equivalents totaled \$1.8 billion at the end of the quarter. The Company restructured debt, lowering annual interest expense and reducing total debt to \$4.1 billion at the end of the quarter. There were 263 million ordinary shares issued and outstanding as of the end of the quarter.

All periods presented exclude share-based compensation from non-GAAP results. For a detailed reconciliation of GAAP to non-GAAP results, see accompanying financial tables.

Seagate has issued a Supplemental Financial Information document, which is available on Seagate's Investor Relations website at investors.seagate.com.

Quarterly Cash Dividend

The Board of Directors of the Company (the "Board") declared a quarterly cash dividend of \$0.65 per share, which will be payable on January 8, 2020 to shareholders of record as of the close of business on December 26, 2019. The payment of any future quarterly dividends will be at the discretion of the Board and will be dependent upon

Seagate's financial position, results of operations, available cash, cash flow, capital requirements and other factors deemed relevant by the Board.

Business Outlook

The business outlook for the fiscal second quarter 2020 is based on our current assumptions and expectations; actual results may differ materially, as a result of, among other things, the important factors discussed in the Cautionary Note Regarding Forward-Looking Statements section of this release.

The Company is providing the following guidance for its fiscal second quarter 2020:

- Revenue of \$2.72 billion, plus or minus 5%
 - Non-GAAP diluted EPS of \$1.32, plus or minus 5%
- Guidance regarding non-GAAP diluted EPS excludes known charges related to amortization of acquired intangible assets and estimated share-based compensation expenses of \$0.05 per share and \$0.11 per share, respectively.

We have not reconciled our non-GAAP diluted EPS to the most directly comparable GAAP measure because material items that may impact these measures are out of our control and/or cannot be reasonably predicted including, but not limited to, accelerated depreciation, impairment, and other charges related to cost saving efforts, restructuring charges, strategic investment losses or impairment recognized, income tax adjustments on these measures, and other charges or benefits that may arise. The amounts of these measures are not currently available, but may be material to future results. A reconciliation of the non-GAAP diluted EPS to the corresponding GAAP measures is not available without unreasonable effort. A reconciliation of our historical non-GAAP financial measures to their nearest GAAP equivalent is contained in this release.

Investor Communications

Seagate management will hold a public webcast today at 6:00 a.m. Pacific Time that can be accessed on its Investor Relations website at investors.seagate.com.

An archived audio webcast of this event will be available on Seagate's Investor Relations website at investors.seagate.com shortly following the event conclusion.



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DIGISOL Appoints Prashant Shanbhag as Regional Manager Distribution for North & West Region



DIGISOL Systems Ltd, a leading provider of IT networking solutions,

appoints Mr. Prashant Shanbhag as Regional Manager Distribution for North & West Region. He will be responsible for developing sales strategies and handling the distribution business for both territories and will be based out of Mumbai.

Speaking on the appointment, Mr. Devendra Kamtekar, CEO, DIGISOL Systems said, "We are delighted to have Prashant join us in this pivotal position. His appointment is fully in line with our strategy to enhance our presence and grow in the North & West region. We are confident that his wide experience, leadership skills and understanding of the industry will be instrumental in Digisol's growth in the region."

Commenting on the new role, Mr. Prashant Shanbhag, Regional Manager Distribution- North & West said, "I am

excited to be part of DIGISOL Systems and contribute to the company's growth in this new role. Looking forward to work closely with the team and create opportunities to grow the business in North & West region."

Mr. Prashant has over 15 years of experience in driving Channel Sales, Vendor Management, and Product Management. Prior to joining Digisol, he has worked with companies like Neoteric Infomatique Pvt Ltd, Nexans Singapore Pte Ltd., Leviton Network Solutions Pvt Ltd. In his last assignment with Compuage, he was responsible for managing Commscope products nationally.



Rapoo delivers rich sound with superior Gaming experience, launches 'VH300' Headset

Rapoo, a leader in Wireless peripheral technology, with some of the Industry's unique launches, announces its newest 7.1 Channel, Professional Gaming Headset – VH300. Rich sound to get into the game, and an integrated microphone to trash talk your opponents, VH300 bring an eternal gaming experience.

The Headphone is supremely comfortable, with Noise-isolating over-ear design with soft & large breathable ear pads for unrivaled comfort during longer hours of gaming. Its long battery promises a day of non-stop gaming without any interruptions. The metallic ear cup with cool blue LED backlight, makes it look chic when in use.

Engineered with 50 mm driver unit along with 20 – 20000 Hz frequency response of non-stop gaming effects, the Headphone has exceptionally 7.1 surround sound, that delivers crisp highs and rich bass thanks to the Dual Chamber technology. Its adjustable sound modes further enriches the Gaming Experience. The Customized driver

configuration interface further allows you to customize voice modes freely. With multi-functional Detachable microphone, the Headset comes with controller, that allows Gamers to multifunction effortlessly.

Rapoo VH300 Gaming headset is available in black color and has multi-platform compatibility; out-of-the-box with PC, Xbox One™1, PS4™, Wii U™ and mobile devices2.

Backed by One-year warranty, Rapoo VH510 Gaming Headset is now available in India, across leading retail and ecommerce stores in India.



Contact For Advertisement



vikas@itvoice.in
Vikas Gupta - 9027307508
Shantanu Chatterjee- 7597921470
shantanu@itvoice.in

From the dial-up connections to VR, the world has seen the transition of marketing going more and more digital, and lesser of physical. It has come to a point where the advertisements are not only informative but interactive in nature. Individuals have presented ads in relation to their preferences, funneling down the approach for the businesses out there.

As per Forbes, an average American internet user consumes 4,000-10,000 on a daily basis. So, not only it is crucial to leverage the true potential of the internet, but it is much more important to use it in the right manner with campaigns and messaging, in order to get the needed attention.

In simple words, what people consume is what they believe in, and this consumption of information majorly affects their buying decisions, talking from the human psychological aspect. For achieving the same, brands strive on creating impactful campaigns that will attract their audience to read and later, believe in the brand. What revolutionizes the industry by a spectacular campaign, wins the crown and rules.

Further, what people see often, it is what they buy, instantly or later. A person would rather go for a 'famous' cellphone brand, instead of a new entrant, owing to the fact that the 'famous' brand has invested much in creating its online presence, be it the business website or the social media handles. This is how it became famous, undoubtedly the features and performance of both the brands' cellphones are at par. But the winner is the one who has invested wisely in its

appearance. And this appearance plays a very crucial role in making that brand famous, as what people see more is what they trust in. This is how the appearance of a brand gets reciprocated in its sales, raising its value over time.

For ages, it has remained a fact that the image is everything. Just the ways of managing this image have evolved with time. Businesses spend millions of dollars in setting up their websites and online presence to maintain the image. The time has arrived where not only brands but public figures maintain their online presence and image. The creator of Facebook, Zuckerberg shares his vision of commissioning US Elections on his brilliant social media platform in the future to come. This would again be dependent on the reach of the internet, which is massive already, along with the image of candidates appearing in the elections.

But, leveraging the power of online appearance is not as easy as it seems. It surely can manage crises and bear fruitful results, but on the other hand, even a small error on this online medium can create crises as well. Whether it is a brand or an individual, everyone needs to ensure that the campaigns and content shared on this medium are ethical and correct. It is how great Stan Lee quoted in one of his books, "with great power comes great responsibility". Hence, the brands and individuals need to be responsible while executing their ideas on the internet to avoid any controversy. For the audience that can help boost up sales and profits, it can take them down too.

Removal of Instagram Likes to Boost Quality Content-Buzzoka



Instagram is set to be the first platform to remove 'like' feature worldwide. On an experimental basis, it has started removing 'like' counts on several Indian Instagram accounts in order to depressurize Instagram a little bit, and make it a bit less of a competition.

Commenting on the initiative, Vishal Shah, V-P of Products, Instagram said, "We want

people to focus more on the content and less on the numbers. And so, if you think about stories, stories do not have any public light counts or any public metrics. It's just about the content. We learned a lot from stories it gave people the chance to feel comfortable expressing themselves without worrying about the metrics. So that's exactly what we're trying to learn through this test in feed".

Commenting on the same, Mr. Ashutosh Harbola CEO and Co-founder, Buzzoka, India's most reputed influencer marketing company says, "The removal of Instagram likes is a positive move by Instagram and as an Influencer

Marketing company, we are really optimistic about the effects that it will have. Brands in the current schema of the marketing mix are more focussed on likes and followers and content somehow take a back seat. With the removal of likes, I think the content will get the maximum boost. Social media prevails and survives on good content and we as a company have seen a pattern of performance basis these likes. Yes, likes were a metric to measure the virality of content but it also brought in a lot of fake practices like increasing likes by bots, etc".

"The step will at least stop all unethical practices and a creator will be more focussed on creating good content. Also, on the consumer side, the effect is even more crucial as today's youth is judging itself on the basis of these likes, etc. Social media is a space that allows users to take out time from their busy schedule and be connected to the world, but somehow it was turning out to be a jumbo war of likes. We have seen so many cases of depression etc that have been reported in the past. Also, on the side of performance, an Instagram user will still be able to see the performance of its post by deep diving into Instagram analytics, but at least the network will not be judging them now. I truly see this as a disruptive move from Instagram and will be backing it full-hearted" he further added.

Kaspersky recognized as Brand of the Year at the World Branding Awards

kaspersky

Kaspersky has won the Brand of the Year award in the Anti-virus Software category at the World Branding Awards. The

company was acknowledged as a brand of the year following a unique judging and voting process at the premier awards event from the World Branding Forum.

The awards ceremony – which took place at Kensington Palace in London, on Thursday, November 14th – recognizes the world's best brands for their work and achievements. The event is a great opportunity for global brands to come together and learn more about each other's successes.

The judging process is conducted in three parts – brand valuation, a public ballot, and consumer market research. The World Brand Forum conducts a financial valuation based on an income approach model and calculates a market research score for each of the award nominees. The general public also gets their say through an online vote and following this process, Kaspersky was named as a truly exceptional brand.

Kaspersky conducted a rebrand earlier this year to update both its visual identity and core company philosophy. The new branding reflects the company's vision of the future and its approach to business – Kaspersky is moving beyond the anti-virus laboratory and is becoming a technological leader with an advanced and comprehensive portfolio of security solutions and services. The new branding also marks the evolution of the company's business focus from

'cybersecurity' towards the wider concept of 'cyber-immunity' and support for the creation of connected systems that are secure-by-design, thus establishing higher industry standards for the future.

"We are thrilled to have won the Brand of the Year Award. It's even more important to receive the award during the year Kaspersky went through its rebranding. The world is very different to how it was when we were founded in 1997. It has new needs and we have to evolve to meet those needs, not just for today, but also for the future. This means our rebranding is not only a change of the logo, it is also about a philosophy that shapes every aspect of our business. We are building a safer world that's immune to cyberthreats. A world where people and organizations of all kinds can trust and use technology to make it even better, and a world where Kaspersky products and services help enable this,"

comments Andrew Winton, Vice President, Marketing at Kaspersky.



Rapoo delivers rich sound with superior Gaming experience, launches 'VH300' Headset priced for Rs. 3999/-

rapoo

Rapoo, a leader in Wireless peripheral technology, with some of the Industry's unique launches, announces its newest 7.1 Channel, Professional Gaming Headset – VH300. Rich sound to get into the game, and an integrated microphone to trash talk your opponents, VH300 bring an eternal gaming experience.

The Headphone is supremely comfortable, with Noise-isolating over-ear design with soft & large breathable ear pads for unrivaled comfort during longer hours of gaming. Its long battery promises a day of non-stop gaming without any interruptions. The metallic ear cup with cool blue LED backlight, makes it look chic when in use. Engineered with 50 mm driver unit along with 20 – 20000 Hz frequency response of non-stop gaming effects, the Headphone has exceptionally 7.1 surround sound, that delivers crisp highs and rich bass thanks to the Dual Chamber

technology. Its adjustable sound modes further enriches the Gaming Experience. The Customized driver configuration interface further allows you to customize voice modes freely. With multi-functional Detachable microphone, the Headset comes with controller, that allows Gamers to multifunction effortlessly.

Rapoo VH300 Gaming headset is available in black color and has multi-platform compatibility; out-of-the-box with PC, Xbox One™1, PS4™, Wii U™ and mobile devices2.

Backed by One-year warranty, Rapoo VH510 Gaming Headset is now available in India, across leading retail and ecommerce stores in India.



New Dell Technologies Research Forecasts Top Ways Emerging Tech Will Transform our Lives by 2030

Dell Technologies released the Future of Connected Living – new research exploring how emerging technologies will transform how we live by the year 2030. The research, conducted in partnership with Institute for the Future (ITFF) and Vanson Bourne, surveyed 4600 business leaders across 40+ countries. The findings detail a future brimming with opportunity as advancing technologies hold the potential to drive human progress across the world.

Emerging technology driving major shifts

ITFF and forum of global experts

forecast that technologies such as edge computing, 5G, AI, Extended Reality (XR) and IoT will combine to create five major “shifts” in the coming decade. These shifts will have the power to change lives across the globe.

ITFF forecasts the following shifts between now and 2030:

1. Networked Reality: Over the next decade cyberspace will become an overlay on top of our existing reality as our digital environment extends beyond televisions, smartphones and

other displays.

2. Connected Mobility and Networked Matter: The vehicles of tomorrow will essentially be mobile computers. We will trust them to take us where we need to go in the physical world as we interact in the virtual spaces available to us wherever we are.

3. From Digital Cities to Sentient Cities: Cities will quite literally come to life through their own networked infrastructure of smart objects, self-reporting systems and AI-powered analytics.

4. Agents and Algorithms: We will each be supported by a highly personalized “operating system for living” that is able to anticipate our needs and proactively support our day-to-day activities to free up time.

5. Robot with Social Lives: Robots will become our partners in life – enhancing our skills and extending our abilities. Robots will share newfound knowledge to their social robot network to crowdsource innovations and accelerate progress, in real time.

For more detail, kindly visit our website at www.itvoice.in

AVerMedia Introduces ‘Find Your Capture Card’ and ‘Compatibility Testing Tool’ Features for Capture Cards

AVerMedia Technologies, Inc., the preeminent name in digital multimedia technology, today introduced two new web-based features ‘Find Your Capture Card’ and ‘Compatibility Test Tool’ for their customers. Compatible with popular browsers like Firefox, Safari, Internet Explorer 8 and Google Chrome, this new

interface lets the consumers to easily choose different scenarios, criteria and choose the capture cards according to their needs. The ‘Compatibility Test Tool’ on the other hand scans and checks if user’s PC hardware meets the products’ system requirements, thus reducing the pain of



searching the right capture card.

AVerMedia maintains its commitment to provide products with leading-edge technology and plans to constantly engage with customers to not only deliver best solutions but also to ensure that it is among the top streaming solutions in its customer’s consideration set.

AVerMedia is committed to provide users with the most enjoyable gaming experiences with a full spectrum of product lineups, AVerMedia offer solutions ranging from gaming

For more detail, kindly visit our website at www.itvoice.in

BRIX Launches Portable Slim Quiet USB Powered Laptop Notebook Cooling Pad

BRIX, a leading provider of computer peripherals, today announced the new Portable Slim Quiet USB Powered Laptop Notebook Cooling Pad. BRIX Cooling Pad is ergonomically designed for a better viewing and typing angle, allowing users to work or play on your laptop for prolonged periods without straining your neck, back, and wrist. Unlike other cooling pads in market Brix Air Series cooling pads are offered in silent and robust models along with adjustable fan speed to keep the balance between silence and performance.

“With more and more consumers showing liking towards compact and mobile solutions, gaming laptops and notebook adoption rate in India is exponentially increasing. BRIX Cooling Pads are an ideal accessory to help users reduce the laptop/notebook temperature and prolong its life by maximizing airflow,” said Sanjay Garg, CEO at BRIX.



BRIX portable slim quiet USB powered laptop Notebook cooling pad is lightweight, and portable barely over an inch of thickness and weighs only 1.6 720 grams. Super quiet fans create a noise-free and interference-free environment for users. Easy to carry, silent and robust, the BRIX Wind is also usable with a gaming console and 2 USB ports to avoid missing one.

Featuring aerodynamic design for maximum cooling, the product gets rid of heat and enhances cooling performance by up to 20%

when compared to no cooling pad.

Price, Availability, and Warranty

BRIX portable slim quiet USB powered laptop Notebook cooling pad comes with an MRP of Rs. 499/- carrying a warranty of 6 months and is readily available immediately on Amazon.

Array Networks contributes to 100 Smart Cities Mission: Supports application and data-access coherence

Technology is the foundation of Smart Cities & Array Networks is committed to this transformation. Rising urbanization and growing demand for better citizen services are the commonest concerns plaguing India today. The Smart Cities Mission in India needs cost-effective landscapes supported by technology and sustainable frameworks to help meet the objectives. Cities in India need to tackle important issues such as basic sanitation, public transport, clean water, and effective waste management. The traditional approach of managing and maintaining the cities must change – both in mindset as well as in the way they are administered. Data needs to be used effectively in each stage of decision making.

“Array Networks has a strong presence in the Indian market and supports application and data-access coherence needed for Smart Cities,” said Manish Gautam, Managing Director – India at Array Networks. Our Products help Smart Cities transform and accelerate their applications, gain agility and has a range of products with functionalities such as next-gen firewalls, application



delivery controllers, WAFs, IDS/IPS, DDoS and more.”

“We are cognizant of the fact that the government’s push towards digitalization and investment in public infrastructure

would require robust network infrastructure to improve citizen experience and we are committed to Smart Cities program for achieving this,” he further added. Smart Cities hold a lot of promise when it comes to leveraging IT to achieve sustainable goals. Array has tremendous potential in India to build an effective ecosystem to enable burgeoning urban areas to become smart by leveraging digital technology & create employment and contribute to economic growth and Array Networks is committed to help cities transform. Smart Cities need robust IT infrastructure & dynamic control systems coupled with analytics, to predict and provision the resources intelligently. Array Networks supports India’s Smart Cities program by addressing challenges in the transformation from a traditional city in becoming a Smart City by using ICT for governance planning, infrastructure, and citizen services.

Ambrane introduces the Pocket – Travel friendly, Bluetooth Speaker ‘Infinity 5W (Bt47)’, priced at Rs. 1999/-



Ambrane one of the leading Brands in Mobile Accessories and No.1 in Power Banks, introduces its miniscule built Infinity 5W (BT47) Bluetooth Speaker with stereo sound

experience. The IPX6 Dustproof and Water resistant speaker, balances the Outdoor Lifestyle, making it a perfect companion for music & travel enthusiasts. Designed in wireless fashion for easy portability, Infinity 5W (BT47) is extremely light in weight and compact in size so that you can stow it away in your bag and carry anywhere with ease. Promising a 5W output with its powerful drivers the Bluetooth speaker is an amazing performer that produces crystal-clear sound and high bass.

The speaker comes with 1200 mAh battery that can work up to 4 hours non-stop with no compromise in Music. The speaker also features an inbuilt microphone so that it can be used for hands-free calling. To enjoy a stereo sound experience, the speaker can be connected to another

speaker such that both connected speakers play unanimously to give greater dispersion of sound. The latest Bluetooth version 5.0 used in the portable speaker makes it a dynamic performer that works easily within a distance of 10 meters without any disruption. No more worries about dirt and water splashes while carrying the Infinity 5W (BT47) Speaker outdoors as it meets IPX6 quality standards. The Waterproof attribute makes it best for pool parties. Whether you go for swimming, cycling, camping, hiking or any activity, the speaker can be carried carefree. The body of the speaker is covered with mesh material which prevents the speakers from shocks and sudden falling. The product is available in black color with leading retail and ecommerce stores in India.



Inkers.ai bags the 1st prize at DRDO's Dare to Dream Innovation Contest as the Technology Leader for Empowering India

Monalisa Das, Head of Strategic Initiatives – Inkers Technology Pvt. Ltd. wins the 1st prize in the DRDO Dare to Dream Innovation

contest in the start-up category for designing a real-time 3D reconstruction technology to provide autonomous navigation and hostile territory 3D capturing features to a Swarm of Drones. Inkers Technology founded by Rohan Shrivastava and Manish Giri is a pioneer in cutting edge technologies since 2015. The IIT Kharagpur alumni duo express their proud privilege to be

INKERS

recognized as the Technology Leader in Empowering India by contributing in the development of advanced technologies for the Indian Defence System.

While presenting the award to Monalisa Das (Head- Strategic Initiatives and Innovation), Hon. Defence Minister Shri Rajnath Singh paid tribute to former President A P J Abdul Kalam and said "Let us get inspired by his life and work towards realizing his dream of making India a developed country through scientific advancement". He also pitched for working on indigenous system towards making country "fully self-reliant". National security advisor Ajit Doval also called for "need-based" development of military technologies that targeted specific requirements of the armed forces and other organizations. "India's security vulnerabilities are much greater today, and they are going to be much greater in times to come. This is the game where the winner takes it all, and there is no trophy for the runner-up", said Mr Doval. Since early stages of its inception Inkers has helped Crime and other law enforcement agencies by providing its AI technologies like large

scale face reconstruction, image enhancement, and object tracking on ultra-large scale. This was Inker's first foray into Defence domain, and it decided to focus on a critical piece of technology, which can revolutionize autonomous equipment.

Inkers has designed a real-time, precision 3D reconstruction technology using simple commodity cameras. It is designed to replace LIDAR and other expensive technologies which currently India imports. At 1/100th the cost, now India can make swarm drones and vehicles which can not only perform flight/path planning autonomously but can also capture precise geographical data while in enemy territories.

Army chief General Bipin Rawat, who was also present at the event said, "India is one of the largest importers of weapons and ammunitions, and after 70 years of Independence, it is not a very proud statement to make. But in the past few years, it is changing. DRDO is string to ensure our requirements of services are met with home-grown solutions".

Monalisa Das expresses her bright ideas of how Inkers can help in shaping up the Defence capabilities utilising their Innovation and thanks DRDO for it's new initiatives to broaden the horizon and work in collaboration with the best in industry. "It was a phenomenal experience interacting with Hon. Defence Minister Rajnath Singh, and National security advisor Ajit Doval, Chief of Army Staff General Bipin Rawat, Chief of Naval Staff Admiral Karambir Singh, Chief of Air Staff Marshal R K S Bhaduria, Secretary Dept. of Defence R&D & Chairman DRDO Dr G Satheesh Reddy, eminent scientists, directors DRDO and senior officials of Ministry of Defence and I look forward to working with them closely ensuring that we contribute adequately in coping up with the rapid pace of the changing world" says Monalisa Das.

Astrum launches its first 'Made in India' Power Bank PB320 price at Rs. 1490/-

astrum

Astrum, a trending new technology brand known for its innovation and intelligent solution has launched its first Made in India power bank PB320 that comes with

10000mAh battery. Engineered with cutting edge technology the highly portable classic and sleek design can charge compatible devices up to 80% faster compared to a standard. A perfect travel partner on the go!

Speaking about the launch, Mr. Manoj Kumar Pansari, Chairman and Managing Director said, "We are very excited to launch our first made in India power bank PB320. One more thing that makes it special is we cut down the usage of plastic in this product package. We are focusing on revolutionizing new range of power banks addressing the needs being compact in size, price and high on power.

With Quick Charge 3.0 it features LED power status display and a multitude of advanced safety features – short circuit protection, over-charge protection, over discharge protection & overvoltage

protection that assures maximum user and device safety all the time. To switch on the power bank you just need to double click the side button and can turn off by single click. Now get rid of long press start button and switch to one click on/off button. The power bank comes with USB Type C port that can charge your devices and can also be used to charge the power bank itself.

PB320 power bank has dual input of 5V/2A (Micro + Type C) that automatically adjusts output based on the device. It only takes 4-5 hours to get fully charged and can charge your devices 3-4 times. Additionally package contains a USB that has two in one of type C and Micro USB. The power bank is already available in leading retail and e-commerce stores in white and black color across India.



5 Mistakes Companies Make When Securing Their Endpoints



Mr. Filip Cofas, Channel Manager, CoSoSys

With the rising tide of data protection regulations and the continuous onslaught of malicious attacks that have swept the globe, data protection has become a mandatory part of every company's security strategy. But as organizations struggle to come to terms with complex compliance

requirements and new threats, they often overlook some key and, in hindsight, obvious blind spots in their data protection policies.

In today's increasingly digitized business environment, most data is collected and processed in an electronic format on endpoints connected to the internet, two things that, while making the use of data easy and flexible, also opens it up to loss or theft. It is a company's duty – and, as of late, its legal obligation – to ensure that any sensitive data it collects is protected. Failure to do so can have catastrophic consequences: public embarrassment, loss of customer trust and, thanks to the enforcement of strict new data protection regulations, heavy fines.

Mr. Filip Cofas, Channel Manager, CoSoSys

It is therefore important for companies to build effective data protection strategies that cover all the bases.

Oftentimes though security strategies focus so much on the threat of cyberattacks that they overlook more mundane, but just as dangerous threats to data security. Let's see what the most prevalent mistakes are!

Keeping it basic

The first thing any how-to guide to security will tell you is that you need to keep operating systems up to date and install firewalls and antivirus solutions. Going one step further, some will suggest antimalware software as well. These however, while they are an indispensable part of any security strategy, are the most basic measures a company can take to protect its network and the sensitive data stored on it.

Many times, headlines-grabbing data breaches are the result of malicious outsiders, but only part of these cyberattacks are made using brute force and what are now considered conventional hacking methods. Many of them happen because of weak password practices or gullible employees that fall victim to social engineering.

It is therefore essential for companies to both educate their employees and put additional safeguards in place to mitigate potential outside interference in the workplace.

Forgetting about human error

A company's employees are often its weakest link and not only when it comes to outside threats. This is perhaps the biggest mistake companies make when they develop their data protection strategies: they don't take into consideration human error and the havoc it can wreak. Employees can be negligent in the way they handle sensitive data, whether it's its transfer, storage or use. They can accidentally email important data to the wrong sender or hit reply all on a long email chain that includes outsiders. They can post something publically, leave their computer unlocked where others can tamper with it or forget altogether about sensitive data they at one point stored on their computers.

And while in some cases these can be minor errors with no consequences, other times they can cause significant problems. For example, storing sensitive data after it's no longer needed or consent for its use has been revoked or its deletion requested is in direct violation of regulations such as the GDPR or CCPA.

Which is why it's important that organizations also adopt Data Loss Prevention (DLP) solutions that focus on the protection of specific data rather than the overall system, making it easier for them to control its transfer and use. Disregarding shadow IT

Another consequence of an overly-eager work force is shadow IT or the use of unauthorized applications and IT services in the work place. Whether aware of it or not, most companies suffer from shadow IT. From popular messaging apps to co-working spaces in the cloud, employees eagerly adopt new methods that will help them perform their tasks faster and more efficiently, oftentimes neglecting or, in some cases, consciously circumventing data protection measures. As a remedy, many companies block the installation of new programs on endpoints or the use of specific websites deemed insecure, but many times, they fail to catch them all. The reason for the proliferation of shadow IT is fairly simple: employees prefer to ignore data protection measures if there are tools available that will lighten their workload.



This of course can have disastrous unintended consequences: sensitive data can be stolen by third parties, made public or fall into the hands of unauthorized individuals, all major breaches of data protection regulations.

Unfortunately, because of the prevalence of internet-based services, completely getting rid of shadow IT is a daunting task which is why it's easier for companies to simply adopt tools that directly protect sensitive data, rather than trying to guess the many tools their employees might be using behind their backs.

Ignoring data on the move

Today's working environment is more flexible than ever. Portable computers allow employees to work from home or while on business trips, making it easy for them to perform their duties or deal with emergency situations regardless of where they are. However, it also means that endpoints and all the data they contain are taken out of the security of company networks, making them vulnerable not only to physical theft, but also insecure internet connections and tampering.

Companies sometimes focus all their attention on securing company networks and either completely

disregard the threat posed by data on the move or enforce policies such as hardware encryption and VPNs that focus on outside threats. DLP protection on the endpoint can help organizations secure sensitive data even when their employees are on the move.

Not making the most of security solutions

Good security represents an investment for every company which is why they should make the most of what it has to offer. Unfortunately, that is not always the case. When it comes to DLP solutions for example, organizations that implement them company-wide sometimes fail to use their full capabilities. They do not define sensitive data clearly or misconfigure levels of authorization and exceptions, making it hard for DLP tools to be as effective as they can be.

Luckily, some DLP solutions do come with predefinitions for the most common types of sensitive data such as personally identifiable information (PII) or sensitive data protected under particular data protection regulations, but most companies also have their particular type of sector-specific sensitive data which DLP tools can help them protect if it's properly defined through customizable policies.

TP-Link has been Recognized in the Gartner Magic Quadrant for Wired and Wireless LAN Access Infrastructure.



TP-Link has been recognized in the Gartner Magic Quadrant for Wired and Wireless LAN Access Infrastructure as a Niche Player.

Vendors covered in the Gartner Magic Quadrant for Wired and Wireless LAN Access Infrastructure, intended for use by enterprise I&O leaders responsible for wired and wireless LAN access network infrastructure, provide hardware and software solutions to deliver connectivity to environments like enterprise accommodations and branch locations.

TP-Link, a wired and wireless provider, enters the Magic Quadrant for Wired and Wireless LAN Access Infrastructure,* and the Critical Capabilities for the Wired and Wireless LAN Access Infrastructure.** TP-Link has been offering all kinds of enterprise products to be the one-stop solution for any situation, from small, to midsize, to large enterprise networks. Advanced indoor and outdoor wireless and wired systems for service providers and enterprise customers are available. Enterprise products include Omada SDN Business Wi-Fi, Pharos Wireless Broadband, JetStream and LiteWave

Switches, and SafeStream Business Routers — ideal for hospitality, education, retail, and more.

"We couldn't offer enough thanks to our strong R&D team and the belief instilled by our partners and customers who have adopted our reliable and efficient network solutions," said Mr. Sanjay Sehgal, Sr. Vice President SMB & Telco. "We continue developing products in line with our mission — making the advantages of the latest technology available to all and empowering them to create a lifestyle that's simple, smart, and connected."

In addition, TP-Link has also ranked as the World's No.1 Wi-Fi product provider for a consecutive 34 quarters as of Q1 2019 by IDC,*** and is continuing its leadership in the WLAN market. TP-Link, with a proven heritage of stability, performance, and value, has curated a portfolio of products that meets the networking needs for both consumer and business networking markets.



Hikvision Expo Successfully Concluded in Four Cities (Jaipur, Chandigarh, Kolkata and Patna), Bravery Awards Presented



Prama Hikvision, the India's leading provider of

innovative video surveillance products and solutions, organized the third phase of Hikvision Expo in Jaipur (12th October), Chandigarh (15th October), Kolkata (6th November) and Patna (9th November). The Bravery Awards were presented to 5 police personnel in Jaipur for their exemplary service.

Commenting on the momentous occasion, Ashish P. Dhakan, MD and CEO, Prama Hikvision India Pvt. Ltd., said, "We are



glad to present the Hikvision Expo in Jaipur, Chandigarh, Kolkata and Patna with latest product knowledge and technology updates. We are committed to our vision of making citizen's security a top priority,

the Bravery Awards is an initiative to inspire the police professionals to go beyond their call of duty and enable a secure environment for the citizens across the country. The

'Bravery Awards' truly reiterate our vision of pursuing excellence in security technology implementation in India and encourage us to further set higher standards in security and surveillance industry through breakthrough solutions."

At the Hikvision Expo events, Hikvision's team of experts presented the best-in-class technologies and product innovations through technical sessions during at the Hikvision Expo events. We also showcased the latest products applications and innovative solutions, including Artificial



Intelligence, AI Cloud, Big Data and IoT. We got overwhelming response to our latest range of IP cameras, PIR Cameras, Access control Products, Video Door phones, EZVIZ Cameras, Face Recognition Terminals with Swing Barrier Gates, Smart Pole, ECS (Emergency Call Switch), etc. at the event."

The Bravery Awards, were presented to 5 policemen at Hikvision Expo – Jaipur, the event was presided by Mr. Ajay Pal Lamba, Additional Commissioner of Police, Jaipur. In his keynote address Mr. Lamba reiterated the importance of video surveillance as effective crime prevention tool.

beyerdynamic launches new extraordinary in-ear wireless headphone Blue BYRD with MOSAYC sound personalization in India



Flattest design, biggest sound: beyerdynamic BYRD headphones

Whenever one thinks of a bird, associations such as lightness and vibrancy come to mind. Be it jazz legend Charlie „Bird“ Parker or the term „free as a bird“ – there are many

characteristics that are linked to these four letters. In the same way, BYRD reflects all the facets of the new range of beyerdynamic in-ear headphones: Stylish and durable. Melodious and harmonic. Lightweight and convenient. They are made for everyone who loves absolute freedom and perfect musical enjoyment. Their casing is based on the remarkable design featured by the beyerdynamic Xelento and has been perfectly adjusted to the ergonomics of the human ear. Despite its light weight, this design augments their impressive sound performance. From wired headphones like

Beat BYRD or Soul BYRD to the wireless Blue BYRD featuring the innovative MOSAYC sound personalization: the BYRD series is perfect for music lovers that expect the best sound, no matter where they are. Free as a bird: beyerdynamic Blue BYRD

They signify the ideal fusion of absolute freedom and perfect comfort: the wireless beyerdynamic Blue BYRD are outstanding Bluetooth® premium in-ear headsets. Like their wired sibling Soul BYRD, they offer stylish design, best convenience and perfect craftsmanship. First-grade listening pleasure, every day and everywhere – with Blue BYRD by beyerdynamic, this promise becomes reality. Their battery lifetime of up to six hours makes these headphones great mobile companions that can be recharged quickly via USB type C.





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Yealink

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VP59 FLAGSHIP SMART VIDEO PHONE



Android 7.1
OS



Cloud Platform
Compatibility



8-inch Multi-
touch Screen



Dual-band
Wi-Fi



Bluetooth



HDMI Output



Full-HD Video



Optima
HD Voice



Wireless
Content Sharing

Yealink VP59 embodies the future of collaboration, as it's specially designed to optimize communication for in-demand executives and teleworkers alike. With an 8-inch touchscreen and the user-centered interactive design, the VP59 allows users to join or control a meeting quickly and effortlessly. It can greatly reduce the difficulty of using video conferencing systems and improve the meeting experience. Furthermore, the VP59 boasts dual-band Wi-Fi and supports wireless content sharing when paired with Yealink WPP20. And it is deeply integrated with Yealink Meeting Server (YMS) and other 3rd-party video platforms. With all the features, VP59 facilitates seamless and efficient collaboration between employees, business partners, key stakeholders and customers.

KEY FEATURES

8HD display (1280 x 800) with 10 points multi-touch screen

Compatible with multiple cloud platforms (Yealink/Zoom/Pexip/BlueJeans/EasyMeet)

FHD 1080P@30FPS video call

2 mega-pixel HD camera with privacy shutter

Supports H.264 HP video codec

Built-in dual-band Wi-Fi (2.4GHz/5GHz) and Bluetooth

1 x HDMI for connection to monitor or TV

Supports USB recording and playback

Supports 6-way audio/video mixed conferencing

Supports wireless content sharing

Supports Power over Ethernet

OTHER VIDEO IP PHONES



TS8V SMART BUSINESS PHONES

The phones bring users enriched, smooth HD audio and video as well as extended functions with built-in media ports. Based on the Android operating system.



T49G FLAGSHIP LEVEL DEKSTOP VIDEO PHONE

Yealink SIP VP-T49G (HD) touch screen video phone embodies the future of collaboration as it's specially designed to optimize communication for in-demand executives and teleworkers alike.

Voic Networks Pvt.Ltd

Tel: +91.9910.022.335, +91.8800.831.252 | Email: contact@voicnetworks.com
Add-1247, 2nd Floor, G.D.Colony, Mayur Vihar Phase-III, Delhi-110096

VOIC
Networks Pvt. Ltd.



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